MASTER UNIVERSITARIO IN
MARKETING & SERVICE MANAGEMENT
University of Naples Federico II

CRAZY Digital for Marketing
INSPIRE YOUR ACTIONS

Workshop

Inspiring Digital Business Innovation.

Challenges for digital marketers to keep up with innovation

h 9:30 a.m. - 2:00 p.m. - Conference Hall "Carlo Ciliberto"
Conference Center
University Campus Monte S. Angelo
Cinthia Road 26 – Napoli

Keynote speaker

Prof. Mohanbir Sawhney

Marketing in a Digital World: Challenges and Opportunities

Welcome and Institutional Opening Session

Prof. Massimo Marrelli, Dean University of Naples Federico II
Prof. Guido Trombetti, Vice President and Counsil Member University and Scientific Research, Regione Campania
Prof.ssa Adele Caldarelli, Head of Economics, Management, Institutions Department, University of Naples Federico II

Plenary Session

Luigi Cantone, University of Naples Federico II
Viola Ferrario, Marketing Director Philips Lighting Solution Italy, Israel and Greece
Dario Gargiulo, Global Marketing Communication Manager, Heineken
Oscar di Montigny, Chief Marketing Officer, Banca Mediolanum
Paola Peretti, President Crazy4Digital, Visiting Professor Stockohlm School of Economics.

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